

DON'T
Miss This

STURM'S

A PRICE
WRECKING
PHENOMENA

GOING OUT OF BUSINESS SALE!

IMPORTANT! READ!!

We cannot list or begin to describe all the Shoes and Clothing in this big stock, even if our space could be three times as large as this one. All we ask you in fairness to your pocketbook is to pay this sale a visit. Not a few items put out for a bait, but phenomenal values on everything in the store for a period

!!! 16 DAYS ONLY !!!

Go With the Crowds to the Greatest Sale of Them All
It's A Sin to Miss It! It's A Crime to Over-
look It! It's A Folly to Neglect It!

SELLING STARTS

Thursday, December 14th

AT 8:00 A. M.

CLOSED!

STORE CLOSED TUESDAY & WEDNESDAY to mark down and arrange this big stock for rapid selling.

SALE OPENS THURSDAY, DEC. 14. Be Here! You can't afford to miss it! **BE HERE!**

Kum, Rain or Shine
You'll Be Surprised

Suits and Overcoats

Never Before Such Clothing Bargains



Values that
Shatter All
Price Records

When I say price shattered on Men's Clothing I mean I will sell it for half the price of manufacture. I cannot start to describe them come and you will be surprised at my prices.

Boys Clothes

In Which Fathers and Mothers Will Obtain a Daring Sacrifice in Price

We have an extra large assortment of the very best Boys' Suits that formerly sold up to \$15.00 will go at

\$1.95 UP TO \$7.50

PEOPLE! PEOPLE!

You are face to face with the GREATEST SENSATIONAL BARGAINS ever recorded in the history of Wise County. Values await you that will BUST every selling record ever made.

I made the PRICES regardless of COST or LOSS. I am taking no chances on slow selling. I have made every SACRIFICE possible in order to sell this CHOICE STOCK of WINTER MERCHANDISE in the SHORTEST POSSIBLE TIME.

I wish to thank the good people for their past patronage and soliciting your patronage to this last Sale I am to have in BIG STONE GAP and assure you the BIGGEST DOLLARS WORTH you EVER BOUGHT, I am

Very truly yours,
L. H. STURM



Sale Prices Will Be For
Cash Only
Every Sale Final

A Feast of Startling Values For Women

Corsets such as College Girl and Madame Grace Real \$3 to \$8.00 values go at
\$1.15 UP TO \$2.95

Latest style sport and dress coats at less than original cost of manufacture

Black Sateen House Dresses, reg. \$2.50 value **1.59**

Outing Petticoats \$1.00 value go at.... **59c**

20c Black & Brown Stockings, go at.... **9c**

Sateen Petticoats \$2.00 value go at.... **1.35**

Dress Gingham, reg. 20c value, go at.... **13c**

All sizes of O. N. T. Thread go at..... **4c**

20c Quality Outing in pink, & white go at **13c**



Men's Tan and Black Crosetti Shoes \$8 to \$10 values
Sale Price **4.85**

Men's to \$8.50 Shoes
An almost unbelievable reduction, high class shoes for dress wear, at the year's big saving
Sale Price..... **\$4.90**

Boy's U. S. Army Shoes
guaranteed perfect \$4.00 value
Sale Price..... **\$2.75**

SAMPLES
In Ladies' Fine \$10.00 DRESS SHOES
English-button-lace all EXTRA wonderful at
98c

This price would not pay for the leather in them.

BOYS' SERGE CAPS GO AT **39c**

BARGAIN OFFERS
My! Won't There Be a Crowd! Bargains Hot From The Pan!
15c Curtain Serim In White and Ecru Go At **9c**
\$1.00 Marquisette In Colors Go At **55c**

WILL STIR EVERY LIVING SOUL WITH BARGAINS IN SHOES

This Sale will break all records for low-price shoe selling. All wanted styles-highest grades to chose from, fresh and new.
READ THESE BARGAINS! Come, You'll Be Surprised.

GIRLS' TAN SHOES

Here we are, girls Tan Dress Shoes, high cut, Reg. \$3.50 value
Sale Price **\$2.37**

Girls' Shoes

Think of it! One rack Girls' Shoes, every imaginable kind, some were \$4.00, \$4.50 and even \$5.00. Take your pick while they last..... **\$1.95**

Infant's Felt Shoes sizes 1 to 4 Blue and Pink
Sale Price **52c**

Big Ben and Beatsall Overalls at **\$1.35**

One Table Ladies' Oxford and Pumps at... **\$1.95**

Men's Ribbed Union Suits \$1.75 Grade at... **\$1.15**

MENS' SHIRTS
MEN'S BLUE FLANNEL SHIRTS **98c**

\$6.00 Dress Shoes

Men's Tan blucher and English Dress Shoes an extremely big bargain for quick buyers. Sale price..... **\$3.88**

LOOK AT THIS

Here is a bargain. Ladies' \$6.50 finest shoes and slippers that will surprise you when you see them all..... **\$3.95**

Misses' Slippers

Get these now—straps, pumps, patents, kid, black, tan, etc. Were to \$5.00—won't last long at **\$2.49**

BOYS' SHOES

Boys' Black Button Shoes \$2.75 Value.... **\$1.59**

DRESSES

Big Sister bloomers & dresses \$3.50 value at... **\$1.40**

35c Table Oil Cloth Go At **21c**



House Slippers

One Lot Ladies' Felt slippers \$1.25 values... **79c**

One Lot \$2.95 House Slippers with leather soles **\$1.19**

Ladies Heavy Work Shoes \$2.50 values **\$1.69**

Ladies Patent Leather Belts Go At **19c**

BLANKET OFFERING

Our Special Offering Just Four Prices **\$1.75 \$2.75 \$3.75 \$4.75**

20c Dress Socks **10c**

75c Leather Belts **21c**

\$1.50 Dress Shirts **79c**

Peters—Extra

The celebrated Peters line of Dress Shoes, snappy shoe styles made to sell for \$10.00 anywhere, anytime.

Sale Price **\$5.89**

Ladies' Slippers

Choose from Vici broad toe slippers, sizes, 3 to 8—None better, \$4.50 values
at **\$2.95**

BABIES' SHOES

Baby's Shoes—one lot—
one price—cut to. **\$1.49**

Infant's Soft Soles **49c**

5.00 Tan Shoes

Ladies' Tan English Walkers, kid and calf perfect in every way will surprise you at the Sale Price **\$2.85**

15c Garters **9c**

Slidewell Collars **11c**

Mens' Sweaters **98c**

\$2.50 Dress Shirts **\$1.45**

10c Handkerchiefs **4c**

75c Silk Hose **49c**

\$1.50 Dress Caps **89c**

\$1.00 Knit Ties **69c**

\$1.50 Cotton Jerseys **89c**

A SURE SHOT

Men's Real \$3.50 to \$5.00 Winter Hats **\$2.45**
Big Lots of Colors and Sizes

Men's Mackinaws

Men's 8.00 to \$12.00 Mackinaws
\$6.50 & \$7.50



MEN'S OXFORDS

All of Our Men's Crosetti Oxfords \$7 to \$9 Values At **\$4.75**

BOYS' MACINAWs

Boys' Macinaws Regular \$6.00 Values **\$4.50**

Don't Forget The Time--8 A. M....
The Day--THURSDAY
The Date--DECEMBER 14th.....
The Place.....

STURM'S STORE, BIG STONE GAP, VA.